



# Oral & Personal Health Products: evidence guidance

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Prepare the evidence for a oral & personal health products entry. This guide covers the product details, reports and use information reviewers need.

## Define the health use

Explain the purpose, users, formulation or materials and contact conditions. Products intended only for decoration or cosmetic presentation, without a clear health-related use, are outside this category.

## Support the specific claim

Quote each principal claim and identify evidence for the entered product under relevant conditions. Explain the limits of ingredient or material findings where concentration, format, exposure or formulation differ.

## Provide consistent product information

Supply the current label, manufacturer's directions, warnings, storage or maintenance information and relevant quality evidence. Describe circumstances in which performance is not established. If a device and consumable work together, identify the assessed combination and limits on alternatives.

## Evidence checklist

| Area         | Required material                                                 | Check before submitting                                      |
|--------------|-------------------------------------------------------------------|--------------------------------------------------------------|
| Identity     | Formulation or material, users, contact conditions and directions | The health use is specific.                                  |
| Evidence     | Reports, tested product, methods, findings and limits             | Constituent and finished-product evidence are distinguished. |
| Instructions | Current label, warnings, storage and maintenance                  | Conditions match the evidence.                               |
| Quality      | Relevant composition, stability, material or performance records  | The supported specification is identifiable.                 |
| Combinations | Compatible devices, consumables and configurations                | Findings are not extended to unassessed combinations.        |

## Explaining constituent evidence

A material may have a documented property under laboratory conditions. Explain what supports the finished product's claimed effect in its intended use. Identify the actual packaging and labels supplied in each declared market. If formulations differ, explain whether the evidence applies to each one.



### Map claims to sources

For each principal claim, record its exact wording, report or study, file and page, assessed version, method or population, finding and limitation. Identify the author and relevant relationship with the applicant. Explain how evidence about a different formulation, component or version applies to your product.

### Prepare readable files

Supply readable reports, with the original and relevant English passages where needed. Keep private reports separate from proposed public information. Remove personal information not needed for review.

The entry permits up to 20 attachments and 250 MB in total: 25 MB per PDF and 10 MB per image. Video is supplied by link. Contact the awards team if an essential report exceeds these limits.

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